

The following Listing of Claims replaces all prior listings, and versions, of claims in the subject patent application.

Listing of Claims:

1-27 (Canceled)

28 (Withdrawn). A printing apparatus using a consumable comprising an image receiving tape, the consumable further comprising a tag holding parameter information identifying at least one template suitable for printing a label on the image receiving tape, the printing apparatus comprising: a printer device operable to print an image; a tag reader arranged to receive said template information from the tag via a contactless link in the form of electromagnetic waves; and a processor arranged to receive said template information and to control operation of the printing apparatus to print a label in accordance with said at least one template.

29 (Withdrawn). A printing apparatus according to claim 28, further comprising a display, wherein the parameter information includes a list of templates displayable on the display whereby a user can select one of said templates for printing a label.

30 (Previously presented). A consumable comprising: an image receiving tape, and a tag holding parameter information identifying at least one template for printing a label on the tape, the tag being arranged to transmit information via a contactless link in the form of electromagnetic waves.

31 (Withdrawn). A printing apparatus using a consumable comprising a substrate carrying a plurality of preformed labels, the consumable further comprising a tag holding information relating to the printable area of each of the predefined labels, the printing apparatus comprising: a printer device operable to print an image; a tag reader arranged to receive said information from the tag via a contactless link in the form of electromagnetic waves; and a processor arranged to receive said information and to control operation of the printing apparatus in dependence thereon.

32 (Previously presented). A consumable comprising: a substrate carrying a plurality of preformed labels, and a tag holding information identifying the printable area of each preformed label and a transmitter for transmitting said information via a contactless link in the form of electromagnetic waves.

33 (Previously presented). A consumable according to claim 32, wherein the preformed labels are die-cut labels removably adhered to the substrate.

34 (Previously presented). A consumable according to claim 32, which provides a self-laminated tape providing a plurality of non-transparent printable areas.

35 (Previously presented). A consumable according to claim 32, wherein the printable area is defined by width and height information.

36 (Withdrawn). A printing apparatus using a consumable comprising a thermal transfer material and a tag holding parameter information identifying the nature of the thermal transfer material, the printing apparatus comprising: a printer device operable to print an image; a rewinder for winding the thermal transfer material after use; a tag reader arranged to receive said information from the tag via a contactless link in the form of electromagnetic waves; and a processor arranged to receive said parameter information and to control the torque value with which the rewinder rewinds the thermal transfer material in dependence on said information.

37 (Previously presented). A consumable comprising: a thermal transfer material a tag holding parameter information identifying the nature of the material so as to control the torque value with which the material is wound up in a printer, and a transmitter for transmitting the information via a contactless link in the form of electromagnetic waves.

38 (Withdrawn). A printing apparatus using a consumable comprising at least one material selected from the group consisting of an image receiving substrate and a thermal transfer material, the consumable further comprising a tag holding prestored messages relating to the consumable, the printing apparatus comprising: a printer device operable to print an image; a tag reader arranged to receive said prestored messages from the tag via a contactless link in the form of electromagnetic waves; and a display arranged to display said prestored messages.

39 (Previously presented). A consumable comprising: at least one material selected from the group consisting of an image receiving substrate and a thermal transfer material, a tag holding prestored messages relating to the consumable a transmitter for transmitting said prestored

messages via a contactless link in the form of electromagnetic waves, whereby said prestored messages can be displayed at a printing apparatus.

40 (Previously presented). A consumable according to claim 39, wherein the parameter information identifies the nature of the material.

41 (Previously presented). A consumable according to claim 39, wherein the prestored messages relate to the consumable.

42 (Previously presented). A consumable according to claim 39, wherein the messages include dealer/sales contact information.

43 (Previously presented). A consumable according to claim 39, wherein the messages are selected from one of the group consisting of advertisements, application suggestions and other user oriented messages.

44 (Withdrawn). A printing apparatus using a consumable comprising an image receiving tape, the consumable further comprising a tag holding parameter information identifying the width of the tape and status information including the amount of tape remaining in the consumable, the printing apparatus comprising: a printer device operable to print an image; a tag reader arranged to receive said information from the tag via a contactless link in the form of electromagnetic waves; and a processor arranged to (i) receive said information and to control operation of the printing apparatus in dependence thereon including selecting a printing operation based on the

identified width, and (ii) update the status information based on usage of the tape via the contactless link.

45 (Withdrawn). A printing apparatus according to claim 44, wherein said tag is an RF tag and the tag reader is an RF reader.

46 (Withdrawn and Currently amended). A printing apparatus according to claim [[17]] 44, further comprising a tape usage monitor for monitoring usage of the image receiving tape as images are printed.

47 (Withdrawn and Currently amended). A printing apparatus according to claim [[17]] 44, further comprising a display adapted to display said status information and said parameter information.

48 (Withdrawn and Currently amended). A printing apparatus according to claim [[17]] 44, further comprising a cutting system arranged to cut off a portion of the image receiving tape, said cutting system being controllable responsive to said parameter information.

49 (Withdrawn). In combination, a printing apparatus and a consumable comprising image receiving tape having a tag holding parameter information identifying the width of the tape and status information including the amount of tape remaining in the consumable, the printing apparatus comprising: a printer device operable to print an image; a tag reader arranged to read said information from the tag on the consumable via a contactless link in the form of

electromagnetic waves; and a processor arranged to (i) receive said information and to control operation of the printing apparatus in dependence thereon including selecting a printing operation based on the identified width, and (ii) update the status information based on usage of the tape via the contactless link.

50 (Withdrawn). A combination according to claim 48, wherein the consumable comprises a cassette holding a supply of image receiving tape.

51 (Withdrawn). A combination according to claim 48, wherein the consumable comprises a tape holder around which is wound a supply of image receiving tape.

52 (Previously presented). A consumable comprising: an image receiving substrate which carries markings allowing tape usage to be monitored, a tag holding status information identifying the length of image receiving tape remaining for receiving an image, a transmitter for transmitting the information via a contactless link in the form of electromagnetic waves, and a receiver for updating the status information.

53 (Previously presented). A consumable according to claim 30, wherein the tag stores prestored messages for display at a printing apparatus.

54 (Previously presented). A consumable according to claim 51, wherein the tag stores prestored messages including a message to notify a user to order more tape when there is insufficient length of image receiving tape remaining for a printing operation.

55 (Previously presented). A consumable according to claim 32, wherein the tag stores prestored messages including a message to notify a user to order more tape when there is insufficient length of image receiving tape remaining for a printing operation.

56 (Previously presented). A consumable according to claim 37, wherein the tag stores prestored messages including a message to notify a user to order more tape when there is insufficient length of image receiving tape remaining for a printing operation.

57 (Previously presented). A consumable according to claim 51, wherein the tag stores prestored messages including a message to notify a user to order more tape when there is insufficient length of image receiving tape remaining for a printing operation.